



For Immediate Release

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Brickfish® Expands Executive Team with New Vice President of Sales

Paul Botto to Lead Brickfish's Sales Team

SAN DIEGO, Calif. (November 04, 2009) - Today Brickfish®, The Social Media Solution™, announced the addition of Paul Botto to the Executive Team. As Vice President of Sales, Paul is responsible for world-wide revenue generation efforts working with major brands, corporations and agencies.

"Paul is a seasoned digital media executive with extensive experience in online measurement for the top brands and agencies around the world. We are honored to have Paul join the Brickfish team to help solidify our position as a leader in the social media space. With Paul's experience, he will help advertisers and agencies achieve success by building their social media practice around the Brickfish Social Media Platform. Brickfish delivers best in class viral distribution and social media measurement of user generated and branded content, across the entire social Web. We will ultimately become a standard part of the online advertising equation," said Nichole Goodyear, CEO and co-founder of Brickfish.

Paul brings over 15 years experience in media and measurement, most notably at Urchin Software Corporation where as Business Development Manager he helped develop licensing models and closed partnerships that led to its acquisition by Google™. Once transitioned, Paul stood as Head of Analytics for the North American Sales Organization at Google, where he worked with hundreds of Fortune 1000 companies as well as top agencies. He was also a driving force for Google Analytics product development and business development efforts. His team eventually covered all verticals and regions across North America and helped transform Google ad sales into a consultative, metrics based engagement, incorporating measurement expertise into key roles within the sales organization, and building relationships, sales operations, and outreach that dovetailed with online efforts to bring in hundreds of millions of dollars a year in additional ad revenue.

"When I first saw Brickfish's user engagement platform I was really impressed by what they had developed; a viral distribution platform that really works," said Paul Botto, Vice President of Sales at Brickfish. "I immediately saw the power of user generated content and the real engagement metrics delivered for notable brands like Coach, Nike, BlackBerry®, and Microsoft®. The Brickfish solution embodies the perfect partnership between social media and

technology; a brand can set up deliberate viral campaigns, get its target audience to market peer-to-peer, and measure not just views but actual brand engagements - with exacting standards. I am grateful for the opportunity to help to continue to build Brickfish as the recognized leader in effective and measurable social media marketing. It has truly been a long time coming for brands to have the appropriate medium and platform to fully engage with their online targets.”

For more information about Brickfish, please visit www.brickfish.com/company.

About Brickfish®

Brickfish® is the award winning social media solution that successfully creates ongoing engagement and conversations with consumers using social media. Brickfish provides brands a platform that energizes viral sharing among consumers via the social Web. Consumers create brand friendly UGC and then virally share that content with their vast social networks through widgets, blogs, IM's, and more. All engagements are tracked with patent-pending Viral Map™ and Geo View technologies, which provide detailed, real-time data on reach, engagement, frequency, and viral activity across the entire Social Web and geographically. Brickfish has launched successful campaigns for Microsoft, MTV Networks, Nike, Victoria's Secret, Samsung, Coach, Givenchy, The North Face®, Estee Lauder, Qualcomm, and many, many more, generating over 200 million consumer engagements. Brickfish is a 2008 Red Herring Global 100 winner and a 2009 OMMA Award winner for Best Viral Campaign.

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